

How To Involve Partners For Outreach

Stations who have decided to arrange an event such as a breakfast or community screening will find it beneficial to invite local groups and organizations with an interest in you and jobs to participate in the planning and implementation of the event. Many key supporters for such a special are business owners, community leaders, managers, parents, students and teachers. The following is a list of groups that may have an interest in working with you.

National Association of Partners in Education (NAPE) has over 200,000 programs involving schools and communities. Individuals involved in local NAPE programs know the players around this issue and can, among other things, help develop an event invitation list. Many work vigilantly with the **Chamber of Commerce**, and since you may also want to incorporate their members, this may be the first call to make. NAPE staff at (703) 836-4880 can also provide contact names for your area.

The Children's Defense Fund provides and welcomes opportunities to extend its outstanding religious success and encourages churches and synagogues to look at the issues of jobs as a way of increasing the skill level of young people and to provide role modeling for our future work force. Many communities across the nation are aware of the need to provide a positive spiritual vision of the future of young people. This organization can reach many potential audience members and involve them in outreach events.

Rotary International has a strong commitment of service that includes the issues around the future work force. Each chapter is autonomous and it may prove useful to consult with station staff who are Rotarians to get input as to what is a realistic expectation of involvement. A local Rotary may want to host the event, may also help secure the funds needed and/or furnish names of people to invite. Take advantage of the traditional Rotary membership requirement that any one club have no more than two members with the same occupation. Some chapters are "adopting" a young person and helping with the transition from no employment to part-time employment to minimum wage to a more responsible position, and finally, to a permanent full-time position that offers adequate wages and benefits. Others take young people to work for a day of "shadowing" in which the student is exposed to the work site and the different jobs and tasks expected of employees.

Youth organizations such as **Boys and Girls Clubs** have initiated work programs for young people. They may be able to provide young people to work on the event with you. If you are looking at working with parents, both the Boy and Girls Club and the 4-H have programs may be of interest to you.

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The **4-H** offers training to youth interested in group facilitation. If during your event participants will break into groups to identify solutions or strategies, consider involving young people from the 4-H in the event.

The Urban League has jobs programs for youth. Contact them about **JOBS:THE CLASS OF 2000** because they may wish to tape it for use at meetings. It may also promote tune-in.

Selected **Governors' Spouses** have an interest in youth and could video tape a spot encouraging viewers to help young people and/or promoting tune-in to the program. Ask one to serve as a keynote speaker at the event or video tape a message to play during the event.

The **Kiwanis**, through its various **Key Clubs**, are very interested in career paths for youth entering the future work force. The Kiwanis has access to young people with leadership qualities to involve in your event.

Community Colleges and Vocational organizations make good partners for your event. This subject is one that many have as a component of their mission. Associate degree programs focus on preparing youth for employment.

Finally, consider promotional/outreach partnerships which can be formed with the **local businesses**, that will be employing the young people participating in the **School To Work** initiatives.